



# 2024 SPONSOR GUIDE



## About Open Streets

2024 marks the 9<sup>th</sup> year for Open Streets events in Fort Collins, where participants can expect 1-2 miles of car-free, family-friendly streets. Participants can move freely and safely throughout the route, while enjoying live music, food trucks, and fun activities along the way.

Open Streets events aim to show participants that travelling by bike, foot, scooter, and other active, car-free transportation modes can be comfortable, easy, and a healthy alternative to driving. Each vendor booth is unique: they could include live music, local food trucks, health- and wellness-inspired activities, and participant-made art! The possibilities are endless at Open Streets.

As an Open Streets sponsor, you have an opportunity to connect with participants at a unique Fort Collins event. The event marketing mix is comprised of digital and print material leading up to the event, plus many great opportunities for spreading your brand during the event to the over 7,000 participants we've come to expect!

## Mission

Open Streets events help the community re-imagine how our roadway space is used by creating temporary car-free spaces for people to enjoy while walking, bicycling, rolling, or scooting.

## 2024 Event Details

**Date:** Sunday, September 15, 2024, 10 a.m. to 3 p.m.

**Location:** Shields from Mountain to W. Lake St.

**Reach:** 7,000-8,000 participants, generally neighborhood residents and families.

## Fees

There are two ways to engage with Open Streets: as a vendor or as a full-fledged event sponsor with exclusive benefits tailored to meet your marketing and budget goals.

**Vendor:** \$100 with reduced costs for non-profits and government agencies.

**Sponsor:** \$1,600-\$3,600, with unique and exclusive benefits described below.

Your fees and sponsorships are used to help us pay to produce the Open Streets event that you are participating in. The City of Fort Collins is a not-for-profit organization and will only collect fees and sponsorships less than or equal to the amount budgeted to produce the event.

## Payment Process

Staff will contact you once your application has been approved. Then, you will receive a form via email that indicates approval and provides payment options. You will be able to pay your fee over the phone, or in-person, by credit card, debit card, or e-check.

A service charge of \$25.00 will be charged for all returned checks. **All fees and sponsorships are non-refundable unless the City of Fort Collins cancels the event for any reason.**



## Vendor Information

Vendors will be placed along the route to draw folks along the entire route. Participants *Ride the Route* to explore and create an opportunity to connect with local organizations.

### Vendor Fees

- Private Business: **\$100**
- Non-profit organization or government agency: **\$50**
- City of Fort Collins Department: **No charge**

### Included in the Fee

- One 10'x10' space for your organizational tent to host free, interactive activities. You may conduct sales in addition to hosting your free activity. **All vendors should plan a free activity.** Space is flexible. Staff will assign your location. (Additional spaces or central placement in one Hub additional \$100)
- Business name included on our print and digital Event Program featuring Route Map.
- Direct access to 100s of participants that will engage in your interactive activity.
- Limited shout outs in social media, newsletters, and other general event promotion.

## How to Register

[Click here](#) to provide us with your organization's information, sponsorship choices, booth/activity plans, and payment by **August 30, 2024**. Once you've registered online, a staff member will be in touch to confirm or work through details.

**Need assistance brainstorming an activity for your booth?** We are here to help! Check out the list of example activities below or reach out to us for additional ideas. Be sure to reach out before the registration deadline!

### Example Activities

- Art competitions or demos
- Drop-in exercise classes
- Photo booths
- Bike/Scooter/Skateboard decorating
- Musical instrument demos
- Tie-Dye
- Yard or carnival-like games
- Trivia
- Obstacle courses
- Cooking demos
- Bike maintenance tutorials
- Outdoor chess, checkers, scrabble
- Jump rope
- **Anything interactive and family-friendly!**



## Sponsorship Information

Open Streets sponsors reach thousands of community members while directly supporting core components of the event! Only one sponsor per package available, with exclusive benefits available for each. Selected on a first come, first serve basis. We are looking for sponsors for the following packages:

**Safety:** Open Streets is all about safe, family-friendly fun in the streets. Help us keep our community safe by sponsoring emergency services, traffic control, and other crucial safety measures. *Exclusive benefit: all volunteers and emergency services staff wear buttons featuring your logo and premier logo placement throughout event route on kiosks, wayfinding, and at major intersections.* \$3,600

**Music:** Music is what makes Open Streets feel like a celebration! Support live music from local artists with this sponsorship. *Exclusive benefit: Premier branding of music stage(s), exclusive influence over music lineup, and premier logo placement on Event Program.* \$3,100

**Marketing:** Ensure that the entire Fort Collins community feels invited to Open Streets by supporting our direct mailing, poster printing, and other marketing activities with a reach of 3,000+ community members. *Exclusive benefits: Premier logo placement on our direct mailings, community outreach collateral, and community posters, plus receive a commemorative event poster directly.* \$3,000

**Sustainability:** Help us keep Open Streets environmentally friendly by sponsoring recycling, water bottle refill stations, and other sustainability efforts. *Exclusive Benefit: Premier logo placement at all recycling and water stations, and premier logo placement in Event Program.* \$2,400

**Volunteers:** Sponsor our team of volunteers by covering the cost of food, coordination efforts, and T-shirts. Typical volunteer pool is 40-60 volunteers per shift, multiple shifts throughout the day. *Exclusive Benefit: Premier logo placement on volunteer t-shirts, sponsor designs the shirt (optional), premier logo placement at Volunteer Headquarters and provides branded volunteer appreciation swag.* \$2,000

**Arts Programming:** You can make Open Streets a truly unique experience as the Arts Programming Sponsor, supporting the Make More Art Battle, Open Beats, Chalk the Block and other arts activities. *Exclusive Benefit: Logo placement on chalk the block stations. Premier logo placement at other arts activities areas and premier logo placement on Event Program.* \$2,000

**Wellness Stage:** Sponsor the physical activity area where programming for classes such as yoga, pilates, Zumba, salsa etc. will take place with certified instructors. *Exclusive Benefit: Premier logo placement at wellness stage and all related signage, and premier logo placement in Event Program.* \$2,000

*Additional details for each sponsorship type are available upon request.*



## All sponsorships include the following benefits:

- Organizational 10'x10' space (optional) centrally located along route
- Logo Placement
- Open Streets website
- Email newsletter (reach of 5,000+ each, sent one and two months prior to event)
- Event branding corresponding with selected sponsorship package
- Select placement on Event Program
- Social media recognition
- Acknowledgement in all press releases

## Contact

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